

2ND INTERNATIONAL CIRCULAR CHANGE CONFERENCE

**WALKING THE TALK:
ENABLING CIRCULAR TRANSFORMATION**



11th / **and**
12th

May 2017
Ljubljana & Maribor,
Slovenia

The second Circular Change Conference is a multi-layer, interactive stream of events, designed around outstanding circular stories, written by the most visionary entrepreneurs and decision makers, the real driving forces of the circular transformation. Are you willing to meet them, share their lessons learned and become a part of our network?

DISCOVER THE CHALLENGES OF A SYSTEMIC APPROACH TO CIRCULAR TRANSFORMATION ON THE 11TH AND 12TH OF MAY 2017 - LJUBLJANA AND MARIBOR.



EVENT CONCEPT

CIRCULAR TRANSITIONING: A MULTI-LAYER SYSTEMIC TRANSFORMATION

Nothing stays the same. Technological, economic, social, environmental changes are more intensive and more interrelated than ever before.

How do individuals adapt their lifestyles as consumers to the new reality? What challenges do companies face on the course of the transformation of their business models to gain competitive advantages in re-shaping business conditions? What kinds of solutions are being developed within the cities, regions, countries? What are the peculiarities of disruption financial institutions are facing and how can these redefine their transformative roles as indispensable supporting pillars of economic and social dynamics? And, who are those leaders who can drive systemic changes towards the circular era?

The circular economy, a systemic concept that detaches production and consumption from natural resource constraints, promises significant economic, societal and environmental benefits.

The economic benefit alone, according to WEF, is estimated to represent a \$4.5 trillion GDP opportunity by 2030¹. The intention of the international community to move to a circular economy by 2030¹ is reflected in the Sustainable development Goals. The European Commission issued the Circular Economy Package² of regulatory measures and incentives in December 2015, having recognised the circular economy as one of the main means to improve Europe's competitiveness as well as social and environmental cohesion. These approaches are centred towards a systemic shift in a vast range of interrelated domains, including sustainable production and consumption, economic growth, climate action and sustainable cities and communities, to name a few. These can all be progressed through the adoption of circular economy principles.

Transitioning towards a circular economy, however, requires a system-level transformation at local, national and international levels.

No single government, organisation or business can accomplish this change alone. Public and private sector stakeholders have to work together towards a common "circular" vision to transform production, manufacturing and consumption systems, through a process of joint and continuous experimentation, learning, adapting and scaling of efforts.

A CIRCULAR CHANGE PROCESS A COORDINATED EFFORT AMONG THREE HETEROGENEOUS SOCIAL FIELDS

Circular Change Platform, the organiser of the 2nd International Circular Change Conference, stands for a stakeholder engagement initiative, which enables all players making part of the transition process to interact with each other, share knowledge and experience and engage into shared circular endeavours. We understand the challenge of circular transitioning not only as a multi-level process, but also as a coordinated effort happening in three heterogeneous, but interrelated social fields.

A systemic change is happening when transiting from linear to circular economic models, where technological change acts as a given, exogenous driver that increases possibilities for the design and implementation of ever more efficient models of production, consumption and interaction.

Organisational circular changes take place at the micro-level: in organisations being productive and consumption units, that is in firms, households and at the level of every individual human being, where every one of us participates as a bearer of labour, intellectual property and numerous other capabilities as well as a consumer. However, we cannot imagine the circular transition to be achievable without recognising and actively dealing with **the cultural change**.

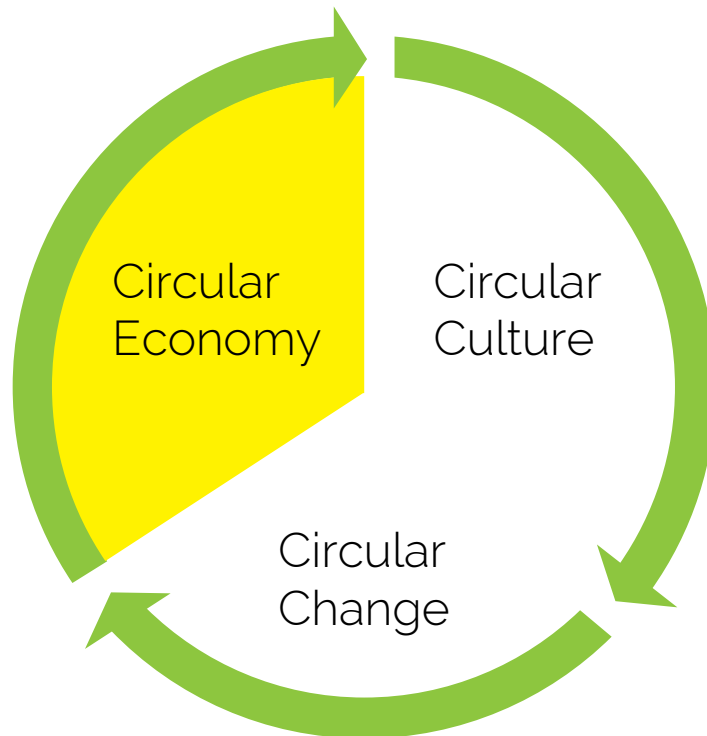
The reinforcement of knowledge - and sustainability - related values and the corresponding narrative enables the development of the culture of participation and sharing, in which participants strive, not to win a zero-, or even a negative-sum game, but to develop abilities to collaborate and contribute to new value creation.

¹ Platform for Accelerating the Circular Economy, Concept document developed in collaboration with Accenture, World Economic Forum, January 2017.

² See here for more: http://ec.europa.eu/environment/circular-economy/index_en.htm

The 2nd International Circular Change Conference aims at exposing these three aspects of the circular transition. We will explore the **systemic approach** by tapping into circular economy platforms at local, urban, regional and international levels. We will learn about **collaboration** in the context of circular business models and the evolution of circular cities; we will engage into the new narrative through case studies as the most appropriate learning and knowledge-transfer method, together with accomplished circular pioneers. Last but not least, we will discuss the effect and opportunities deriving from the ongoing disruption of conventional business schemes, seeing new roles for public private partnerships, procurement, taxation and financial institutions.

Picture 1: Three fundamental aspects of the circular transition



As the picture 1 suggests, circular transition entails three fundamental aspects of change: systemic, organisational and cultural ³.

BRINGING TOGETHER CIRCULAR BUSINESS LEADERS TO SEIZE FOR NEW OPPORTUNITIES

Circular economy stands for the world of collaboration and opportunities. European GDP could increase by as much as 7 percentage points until 2030 (relative to "business as usual" development). The EU has granted €650 million to circular economy projects and opened up its Horizon 2020 fund of €24 billion to circular economy projects. More than 170.000 jobs can be created in EU until 2035 by implementing the circular economy. This is a promising ground to invest our attention and resources. At the 2nd Circular Change Conference we are aiming to bringing together concrete opportunities to drive circular endeavours further in all three dimensions of the circular transition.

Even more, under the honorary sponsorship of the Prime Minister of the Slovenian Government Miro Cerar the 2nd International Circular Economy Conference is the perfect ground for selecting those "circular seeds" that can grow into sustainable solutions. Furthermore, Slovenia offer the advantage of size (2 million population and the territory of 20.273 km²), economic complexity and social cohesion to offer itself as a pilot country for the deepest absorption of circular transition and become both a field of business opportunities and lessons to be learned and shared.

³Concept and scheme is intellectual property of Gm, Circular Change.

PROGRAMME DESIGN

The 2nd Circular Change Conference is a shared effort of a vast number of participating stakeholders, speaker's circular leaders, policy-makers and experts. The programme has been designed and coordinated by the Circular Change Platform and a vast participation has been demonstrated by a week-long stream of manifestations, gatherings, speeches, seminars and roundtables, culminating into the two conference days on Thursday, 11th May in Ljubljana and Friday, 12th May in Maribor.

For more information about the programme, contact us at:

join@circularchange.com or through contacts at www.circularchange.com.